



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: St. Clair, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	40.6%	Population		75,447	85,314
Midland Crowd	30.7%	Households		28,353	32,308
Green Acres	6.1%	Families		21,325	23,951
Rural Resort Dwellers	4.8%	Median Age		38.5	40.0
Rural Bypasses	4.0%	Median Household Income		\$43,728	\$48,728

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	66	\$1,819.47	\$51,587,379
Men's	69	\$342.43	\$9,709,044
Women's	63	\$606.21	\$17,187,789
Children's	76	\$335.98	\$9,526,079
Footwear	59	\$299.45	\$8,490,187
Watches & Jewelry	66	\$131.27	\$3,722,008
Apparel Products and Services <sup>1</sup>	70	\$104.13	\$2,952,272
<b>Computer</b>			
Computers and Hardware for Home Use	70	\$154.48	\$4,379,877
Software and Accessories for Home Use	66	\$19.73	\$559,362
<b>Entertainment &amp; Recreation</b>	79	\$2,692.48	\$76,339,767
<b>Fees and Admissions</b>	64	\$391.47	\$11,099,309
Membership Fees for Clubs <sup>2</sup>	67	\$105.63	\$2,994,907
Fees for Participant Sports, excl. Trips	67	\$75.70	\$2,146,269
Admission to Movie/Theatre/Opera/Ballet	59	\$89.06	\$2,525,037
Admission to Sporting Events, excl. Trips	68	\$39.25	\$1,112,801
Fees for Recreational Lessons	63	\$81.84	\$2,320,295
<b>TV/Video/Sound Equipment</b>	76	\$889.03	\$25,206,630
Community Antenna or Cable Television	81	\$538.22	\$15,260,010
Color Televisions	69	\$95.69	\$2,713,004
VCRs, Video Cameras, and DVD Players	77	\$29.76	\$843,704
Video Cassettes and DVDs	77	\$46.71	\$1,324,400
Video Game Hardware and Software	76	\$25.17	\$713,699
Satellite Dishes	82	\$1.27	\$35,923
Rental of Video Cassettes and DVDs	73	\$43.79	\$1,241,653
Sound Equipment <sup>3</sup>	66	\$104.42	\$2,960,620
Rental and Repair of TV/Sound Equipment	69	\$4.01	\$113,617
Pets	90	\$395.52	\$11,214,069
Toys and Games	80	\$145.45	\$4,123,943
Recreational Vehicles and Fees <sup>4</sup>	98	\$445.09	\$12,619,653
Sports/Recreation/Exercise Equipment <sup>5</sup>	75	\$172.95	\$4,903,542
Photo Equipment and Supplies <sup>6</sup>	75	\$102.60	\$2,909,023
Reading <sup>7</sup>	71	\$150.38	\$4,263,598
<b>Food</b>	78	\$6,596.95	\$187,043,216
<b>Food at Home</b>	80	\$4,030.81	\$114,285,552
Bakery and Cereal Products	80	\$575.81	\$16,326,003
Meat, Poultry, Fish, and Eggs	82	\$1,079.96	\$30,619,982
Dairy Products	80	\$439.55	\$12,462,692
Fruit and Vegetables	75	\$659.65	\$18,703,048
Snacks and Other Food at Home <sup>8</sup>	81	\$1,275.84	\$36,173,827
<b>Food Away from Home</b>	76	\$2,566.14	\$72,757,664
Alcoholic Beverages	68	\$421.00	\$11,936,554
Nonalcoholic Beverages at Home	84	\$364.59	\$10,337,089



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<b>Financial</b>			
Investments	53	\$788.52	\$22,356,940
Vehicle Loans	92	\$5,676.28	\$160,939,558
<b>Health</b>			
Nonprescription Drugs	85	\$103.18	\$2,925,462
Prescription Drugs	97	\$558.55	\$15,836,616
Eyeglasses and Contact Lenses	81	\$67.42	\$1,911,464
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	73	\$6,375.65	\$180,768,717
Maintenance and Remodeling Services	73	\$1,435.74	\$40,707,598
Maintenance and Remodeling Materials <sup>10</sup>	92	\$346.71	\$9,830,223
Utilities, Fuel, and Public Services	83	\$3,638.84	\$103,171,962
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	73	\$101.40	\$2,875,075
Furniture	71	\$453.67	\$12,862,991
Floor Coverings	67	\$60.77	\$1,723,152
Major Appliances <sup>12</sup>	84	\$247.25	\$7,010,412
Housewares <sup>13</sup>	73	\$76.52	\$2,169,601
Small Appliances	79	\$29.24	\$829,037
Luggage	60	\$6.23	\$176,659
Telephones and Accessories	69	\$32.67	\$926,369
<b>Household Operations</b>			
Child Care	63	\$265.47	\$7,526,844
Lawn and Garden <sup>14</sup>	94	\$420.42	\$11,920,237
Moving/Storage/Freight Express	69	\$36.97	\$1,048,125
Housekeeping Supplies <sup>15</sup>	83	\$637.16	\$18,065,479
<b>Insurance</b>			
Owners and Renters Insurance	90	\$430.46	\$12,204,708
Vehicle Insurance	82	\$1,193.07	\$33,827,030
Life/Other Insurance	85	\$545.71	\$15,472,455
Health Insurance	88	\$1,728.06	\$48,995,716
Personal Care Products <sup>16</sup>	77	\$364.70	\$10,340,416
School Books and Supplies <sup>17</sup>	68	\$82.48	\$2,338,542
Smoking Products	91	\$440.65	\$12,493,829
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	89	\$5,129.16	\$145,427,195
Gasoline and Motor Oil	89	\$1,816.02	\$51,489,627
Vehicle Maintenance and Repairs	79	\$840.61	\$23,833,909
<b>Travel</b>			
Airline Fares	62	\$253.49	\$7,187,331
Lodging on Trips	72	\$292.95	\$8,305,983
Auto/Truck/Van Rental on Trips	60	\$26.02	\$737,822
Food and Drink on Trips	73	\$343.45	\$9,737,944

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.